

## ORDER



**Orders**  
**Order / Rev:** 720822  
**Alt Order #:** 06365504  
**Product Desc:** RESTORE OUR FUTURE  
**Estimate:** 1465  
**Flight Dates:** 10/23/12 - 10/29/12  
**Original Date / Rev:** 10/05/12 / 10/05/12  
**Order Type:** Political

## WUSA

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** Mentzer Media Services/ POL  
**Buying Contact:**  
**Billing Contact:**  
 600 Fairmount Ave. Suite 306  
 Towson, MD 21286

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Restore Our Future  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/Presidential  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount   |
|------------|----------|---------|--------------|--------------|
| 10/01/12   | 10/28/12 | 74      | \$231,700.00 | \$196,945.00 |
| 10/29/12   | 10/29/12 | 14      | \$22,150.00  | \$18,827.50  |

## Totals

| Month         | # Spots   | Gross Amount        | Net Amount          | Rating      |
|---------------|-----------|---------------------|---------------------|-------------|
| October 2012  | 74        | \$231,700.00        | \$196,945.00        | 0.00        |
| November 2012 | 14        | \$22,150.00         | \$18,827.50         | 0.00        |
| <b>Totals</b> | <b>88</b> | <b>\$253,850.00</b> | <b>\$215,772.50</b> | <b>0.00</b> |

## Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Aaron Ashe        |              |              | Start Of Order - End Of Order | 100%    |

| Ln | Ch   | Start             | End             | Inventory Code                 | Break | Start/End Time    | Days       | Len | Spots | Rate        | Pri | Rtg           | Type | Spots | Amount     |
|----|------|-------------------|-----------------|--------------------------------|-------|-------------------|------------|-----|-------|-------------|-----|---------------|------|-------|------------|
| 1  | WUSA | 10/23/12          | 10/26/12        | 6-7a 9 News @ 6a<br>9News @ 6a | CM    | 6-7a              | - TWTF - - | :30 | 8     | \$850.00    | P-1 | 0.00          | NM   | 8     | \$6,800.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |       | <u>Spots/Week</u> |            |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    |      | Week: 10/22/12    | 10/28/12        | - TWTF - -                     |       | 8                 |            |     |       | \$850.00    |     | 0.00          |      |       |            |
| 2  | WUSA | 10/23/12          | 10/26/12        | 9-930a<br>Inside Edition       | CM    | 9-930a            | - TWTF - - | :30 | 5     | \$400.00    | P-1 | 0.00          | NM   | 5     | \$2,000.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |       | <u>Spots/Week</u> |            |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    |      | Week: 10/22/12    | 10/28/12        | - TWTF - -                     |       | 5                 |            |     |       | \$400.00    |     | 0.00          |      |       |            |
| 3  | WUSA | 10/23/12          | 10/26/12        | 9 News @ Noon<br>9 News @ Noon | CM    | 12-1230P          | - TWTF - - | :30 | 4     | \$2,000.00  | P-1 | 0.00          | NM   | 4     | \$8,000.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |       | <u>Spots/Week</u> |            |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    |      | Week: 10/22/12    | 10/28/12        | - TWTF - -                     |       | 4                 |            |     |       | \$2,000.00  |     | 0.00          |      |       |            |
| 4  | WUSA | 10/23/12          | 10/26/12        | 3-4p<br>The Doctors            | CM    | 3-4p              | - TWTF - - | :30 | 8     | \$800.00    | P-1 | 0.00          | NM   | 8     | \$6,400.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |       | <u>Spots/Week</u> |            |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    |      | Week: 10/22/12    | 10/28/12        | - TWTF - -                     |       | 8                 |            |     |       | \$800.00    |     | 0.00          |      |       |            |
| 5  | WUSA | 10/23/12          | 10/26/12        | 4-5p<br>Dr. Phil               | CM    | 4-5p              | - TWTF - - | :30 | 8     | \$1,200.00  | P-1 | 0.00          | NM   | 8     | \$9,600.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |       | <u>Spots/Week</u> |            |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|    |      | Week: 10/22/12    | 10/28/12        | - TWTF - -                     |       | 8                 |            |     |       | \$1,200.00  |     | 0.00          |      |       |            |
| 6  | WUSA | 10/23/12          | 10/26/12        | 9 News @ 5p<br>9 News @ 5p     | CM    | 5-6p              | - TWTF - - | :30 | 4     | \$1,000.00  | P-2 | 0.00          | NM   | 4     | \$4,000.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                |       | <u>Spots/Week</u> |            |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |            |

Order / Rev: 720822  
 Alt Order #: 06365504  
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Restore Our Future  
 Product Desc: RESTORE OUR FUTURE  
 Estimate: 1465

WUSA

| Ln | Ch   | Start             | End             | Inventory Code  | Break | Start/End Time            | Days          | Len | Spots | Rate        | Pri | Rtg           | Type | Spots | Amount      |
|----|------|-------------------|-----------------|---|-------|---------------------------|---------------|-----|-------|-------------|-----|---------------|------|-------|-------------|
| 6  | WUSA | 10/23/12          | 10/26/12        | 9 News @ 5p<br>9 News @ 5p                              | CM    | 5-6p                      | - TWTF - -    | :30 | 4     | \$1,000.00  | P-2 | 0.00          | NM   | 4     | \$4,000.00  |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       | <u>Spots/Week</u>         |               |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
|    |      | Week: 10/22/12    | 10/28/12        | - TWTF - -  |       | 4                         |               |     |       | \$1,000.00  |     | 0.00          |      |       |             |
| 7  | WUSA | 10/23/12          | 10/26/12        | 9 News @ 6p<br>9 News @ 6p                              | CM    | 6-630p                    | - TWTF - -    | :30 | 4     | \$2,000.00  | P-1 | 0.00          | NM   | 4     | \$8,000.00  |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       | <u>Spots/Week</u>         |               |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
|    |      | Week: 10/22/12    | 10/28/12        | - TWTF - -  |       | 4                         |               |     |       | \$2,000.00  |     | 0.00          |      |       |             |
| 8  | WUSA | 10/23/12          | 10/26/12        | Entertainment Tonight<br>Entertainment Tonight          | CM    | 730-8P                    | - TWTF - -    | :30 | 8     | \$3,000.00  | P-1 | 0.00          | NM   | 8     | \$24,000.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       | <u>Spots/Week</u>         |               |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
|    |      | Week: 10/22/12    | 10/28/12        | - TWTF - -  |       | 8                         |               |     |       | \$3,000.00  |     | 0.00          |      |       |             |
| 9  | WUSA | 10/23/12          | 10/26/12        | Letterman<br>Late Night with David Letterman            | CM    | 1135P-1237A               | - TWTF - -    | :30 | 6     | \$1,500.00  | P-1 | 0.00          | NM   | 6     | \$9,000.00  |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       | <u>Spots/Week</u>         |               |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
|    |      | Week: 10/22/12    | 10/28/12        | - TWTF - -  |       | 6                         |               |     |       | \$1,500.00  |     | 0.00          |      |       |             |
| 10 | WUSA | 10/23/12          | 10/28/12        | 9 News @ 11p<br>9 News @ 11p                            | CM    | M-Su 11-1135p             | - TWTFSS      | :30 | 6     | \$4,000.00  | P-1 | 0.00          | NM   | 6     | \$24,000.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       | <u>Spots/Week</u>         |               |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
|    |      | Week: 10/22/12    | 10/28/12        | - TWTFSS  |       | 6                         |               |     |       | \$4,000.00  |     | 0.00          |      |       |             |
| 11 | WUSA | 10/23/12          | 10/23/12        | Tue Prime B<br>NCIS: Los Angeles                        | CM    | 9-10P                     | - T - - - -   | :30 | 1     | \$20,000.00 | P-1 | 0.00          | NM   | 1     | \$20,000.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       | <u>Spots/Week</u>         |               |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
|    |      | Week: 10/22/12    | 10/28/12        | - T - - - -   |       | 1                         |               |     |       | \$20,000.00 |     | 0.00          |      |       |             |
| 12 | WUSA | 10/25/12          | 10/25/12        | Thu Prime B<br>Person of Interest                       | CM    | 9-10P                     | - - - T - - - | :30 | 1     | \$20,000.00 | P-1 | 0.00          | NM   | 1     | \$20,000.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       | <u>Spots/Week</u>         |               |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
|    |      | Week: 10/22/12    | 10/28/12        | - - - T - - -   |       | 1                         |               |     |       | \$20,000.00 |     | 0.00          |      |       |             |
| 13 | WUSA | 10/27/12          | 10/27/12        | 8-10a Sa CBS This Morning<br>CBS This Morning: Saturday | CM    | 8-10AM                    | - - - - - S - | :30 | 4     | \$350.00    | P-2 | 0.00          | NM   | 4     | \$1,400.00  |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       | <u>Spots/Week</u>         |               |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
|    |      | Week: 10/22/12    | 10/28/12        | - - - - - S -   |       | 4                         |               |     |       | \$350.00    |     | 0.00          |      |       |             |
| 14 | WUSA | 10/27/12          | 10/27/12        | NCAA Football Game #2<br>GA vs FLA                      | CM    | 3-7p<br>(3:30 PM-7:00 PM) | - - - - - S - | :30 | 2     | \$4,000.00  | P-2 | 0.00          | NM   | 2     | \$8,000.00  |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       | <u>Spots/Week</u>         |               |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
|    |      | Week: 10/22/12    | 10/28/12        | - - - - - S -   |       | 2                         |               |     |       | \$4,000.00  |     | 0.00          |      |       |             |
| 15 | WUSA | 10/27/12          | 10/27/12        | Sat Prime A<br>Crimetime Saturday                       | CM    | 8-9P                      | - - - - - S - | :30 | 1     | \$4,000.00  | P-1 | 0.00          | NM   | 1     | \$4,000.00  |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       | <u>Spots/Week</u>         |               |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
|    |      | Week: 10/22/12    | 10/28/12        | - - - - - S -   |       | 1                         |               |     |       | \$4,000.00  |     | 0.00          |      |       |             |
| 16 | WUSA | 10/27/12          | 10/27/12        | Sat Prime B<br>Crimetime Saturday                       | CM    | 9-10P                     | - - - - - S - | :30 | 1     | \$6,000.00  | P-1 | 0.00          | NM   | 1     | \$6,000.00  |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       | <u>Spots/Week</u>         |               |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
|    |      | Week: 10/22/12    | 10/28/12        | - - - - - S -   |       | 1                         |               |     |       | \$6,000.00  |     | 0.00          |      |       |             |
| 17 | WUSA | 10/28/12          | 10/28/12        | NFL Today<br>NFL Today                                  | CM    | NFL Today                 | - - - - - S   | :30 | 1     | \$2,500.00  | P-2 | 0.00          | NM   | 1     | \$2,500.00  |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       | <u>Spots/Week</u>         |               |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
|    |      | Week: 10/22/12    | 10/28/12        | - - - - - S   |       | 1                         |               |     |       | \$2,500.00  |     | 0.00          |      |       |             |
| 18 | WUSA | 10/28/12          | 10/28/12        | Sun Prime A<br>60 Minutes                               | CM    | 7-8P                      | - - - - - S   | :30 | 1     | \$50,000.00 | P-1 | 0.00          | NM   | 1     | \$50,000.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       | <u>Spots/Week</u>         |               |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
|    |      | Week: 10/22/12    | 10/28/12        | - - - - - S   |       | 1                         |               |     |       | \$50,000.00 |     | 0.00          |      |       |             |
| 19 | WUSA | 10/28/12          | 10/28/12        | Sun Prime B<br>Amazing Race                             | CM    | 8-9P                      | - - - - - S   | :30 | 1     | \$18,000.00 | P-2 | 0.00          | NM   | 1     | \$18,000.00 |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       | <u>Spots/Week</u>         |               |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |
|    |      | Week: 10/22/12    | 10/28/12        | - - - - - S   |       | 1                         |               |     |       | \$18,000.00 |     | 0.00          |      |       |             |
| 20 | WUSA | 10/29/12          | 10/29/12        | 6-7a 9 News @ 6a<br>9News @ 6a                          | CM    | 6-7a                      | M - - - - -   | :30 | 1     | \$850.00    | P-1 | 0.00          | NM   | 1     | \$850.00    |
|    |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |       | <u>Spots/Week</u>         |               |     |       | <u>Rate</u> |     | <u>Rating</u> |      |       |             |

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 Alt Order #: 06365504  
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Restore Our Future  
 Product Desc: RESTORE OUR FUTURE  
 Estimate: 1465

WUSA

| Ln     | Ch    | Start             | End             | Inventory Code                                 | Break | Start/End Time    | Days   | Len | Spots       | Rate       | Pri           | Rtg  | Type | Spots | Amount       |
|--------|-------|-------------------|-----------------|--|-------|-------------------|--------|-----|-------------|------------|---------------|------|------|-------|--------------|
| 20     | WUSA  | 10/29/12          | 10/29/12        | 6-7a 9 News @ 6a<br>9News @ 6a                 | CM    | 6-7a              | M----- | :30 | 1           | \$850.00   | P-1           | 0.00 | NM   | 1     | \$850.00     |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       | <u>Spots/Week</u> |        |     | <u>Rate</u> |            | <u>Rating</u> |      |      |       |              |
|        | Week: | 10/29/12          | 11/04/12        | M-----   |       | 1                 |        |     | \$850.00    |            | 0.00          |      |      |       |              |
| 21     | WUSA  | 10/29/12          | 10/29/12        | 9-930a<br>Inside Edition                       | CM    | 9-930a            | M----- | :30 | 2           | \$400.00   | P-1           | 0.00 | NM   | 2     | \$800.00     |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       | <u>Spots/Week</u> |        |     | <u>Rate</u> |            | <u>Rating</u> |      |      |       |              |
|        | Week: | 10/29/12          | 11/04/12        | M-----   |       | 2                 |        |     | \$400.00    |            | 0.00          |      |      |       |              |
| 22     | WUSA  | 10/29/12          | 10/29/12        | 9 News @ Noon<br>9 News @ Noon                 | CM    | 12-1230P          | M----- | :30 | 1           | \$2,000.00 | P-1           | 0.00 | NM   | 1     | \$2,000.00   |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       | <u>Spots/Week</u> |        |     | <u>Rate</u> |            | <u>Rating</u> |      |      |       |              |
|        | Week: | 10/29/12          | 11/04/12        | M-----   |       | 1                 |        |     | \$2,000.00  |            | 0.00          |      |      |       |              |
| 23     | WUSA  | 10/29/12          | 10/29/12        | 3-4p<br>The Doctors                            | CM    | 3-4p              | M----- | :30 | 2           | \$800.00   | P-1           | 0.00 | NM   | 2     | \$1,600.00   |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       | <u>Spots/Week</u> |        |     | <u>Rate</u> |            | <u>Rating</u> |      |      |       |              |
|        | Week: | 10/29/12          | 11/04/12        | M-----   |       | 2                 |        |     | \$800.00    |            | 0.00          |      |      |       |              |
| 24     | WUSA  | 10/29/12          | 10/29/12        | 4-5p<br>Dr. Phil                               | CM    | 4-5p              | M----- | :30 | 2           | \$1,200.00 | P-1           | 0.00 | NM   | 2     | \$2,400.00   |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       | <u>Spots/Week</u> |        |     | <u>Rate</u> |            | <u>Rating</u> |      |      |       |              |
|        | Week: | 10/29/12          | 11/04/12        | M-----   |       | 2                 |        |     | \$1,200.00  |            | 0.00          |      |      |       |              |
| 25     | WUSA  | 10/29/12          | 10/29/12        | 9 News @ 5p<br>9 News @ 5p                     | CM    | 5-6p              | M----- | :30 | 1           | \$1,000.00 | P-2           | 0.00 | NM   | 1     | \$1,000.00   |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       | <u>Spots/Week</u> |        |     | <u>Rate</u> |            | <u>Rating</u> |      |      |       |              |
|        | Week: | 10/29/12          | 11/04/12        | M-----   |       | 1                 |        |     | \$1,000.00  |            | 0.00          |      |      |       |              |
| 26     | WUSA  | 10/29/12          | 10/29/12        | 9 News @ 6p<br>9 News @ 6p                     | CM    | 6-630p            | M----- | :30 | 1           | \$2,000.00 | P-1           | 0.00 | NM   | 1     | \$2,000.00   |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       | <u>Spots/Week</u> |        |     | <u>Rate</u> |            | <u>Rating</u> |      |      |       |              |
|        | Week: | 10/29/12          | 11/04/12        | M-----   |       | 1                 |        |     | \$2,000.00  |            | 0.00          |      |      |       |              |
| 27     | WUSA  | 10/29/12          | 10/29/12        | Entertainment Tonight<br>Entertainment Tonight | CM    | 730-8P            | M----- | :30 | 2           | \$3,000.00 | P-1           | 0.00 | NM   | 2     | \$6,000.00   |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       | <u>Spots/Week</u> |        |     | <u>Rate</u> |            | <u>Rating</u> |      |      |       |              |
|        | Week: | 10/29/12          | 11/04/12        | M-----   |       | 2                 |        |     | \$3,000.00  |            | 0.00          |      |      |       |              |
| 28     | WUSA  | 10/29/12          | 10/29/12        | Letterman<br>Late Night with David Letterman   | CM    | 1135P-1237A       | M----- | :30 | 1           | \$1,500.00 | P-1           | 0.00 | NM   | 1     | \$1,500.00   |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       | <u>Spots/Week</u> |        |     | <u>Rate</u> |            | <u>Rating</u> |      |      |       |              |
|        | Week: | 10/29/12          | 11/04/12        | M-----   |       | 1                 |        |     | \$1,500.00  |            | 0.00          |      |      |       |              |
| 29     | WUSA  | 10/29/12          | 10/29/12        | 9 News @ 11p<br>9 News @ 11p                   | CM    | M-Su 11-1135p     | M----- | :30 | 1           | \$4,000.00 | P-1           | 0.00 | NM   | 1     | \$4,000.00   |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>                                |       | <u>Spots/Week</u> |        |     | <u>Rate</u> |            | <u>Rating</u> |      |      |       |              |
|        | Week: | 10/29/12          | 11/04/12        | M-----   |       | 1                 |        |     | \$4,000.00  |            | 0.00          |      |      |       |              |
| Totals |       |                   |                 |  |       |                   |        |     |             |            |               |      |      | 88    | \$253,850.00 |